

Summary Table

Project	Description
A. Media Campaign - Talk.Read.Sing.	Public information and outreach campaign to caregivers of CA children 0-5 encouraging talking, reading, and singing. Use brain science research to share and stress the importance and value of early engagement.
B. IMPACT 2020	State, Regional and Local investment to support early learning and care programs and providers
C. Small Population County Funding Augmentation (SPCFA)	First 5 CA supports the 20 counties in CA with the lowest annual births to operate a commission and effective programs by ensuring an annual base funding amount. This allows small counties the ability to promote, support and improve the early development of children 0 to 5.
D. Dual Language Learner Pilot Study	Three-phase study implemented through June 2021 to study effective instructional, PD, and Family engagement strategies that support dual language competency; and conditions that make them effective
E. Home Visiting Statewide Infrastructure	Provide Grants to First 5s to coordinate evidence-based home visiting services across local agencies, improve access for vulnerable families, and increase ability to draw down state and federal HV funding
F. Smokers' Helpline	The CA Smokers' Helpline is an evidence-based approach to tobacco cessation telephone counseling. Two additional strategies support cessation services; nicotine replacement therapy and outreach through pediatricians. The Helpline is also beginning to provide cessation telephone counseling to e-cigarette users and, develop educational materials and increase awareness of e-cigarette health implications for children, families and caregivers.
G. Kit for New Parents	The Kit for New Parents provides information and tips for first-time parents, grandparents, and caregivers. It is distributed free-of-charge to local hospitals, physicians, and community groups to reach new parents. Available in English, Spanish, Chinese, Korean, and Vietnamese, it includes a health handbook, a parent guide, a poison control brochure and magnet, and other important information on paid family leave, and literacy and learning. First 5 county commissions are encouraged to add local references and resources to the Kit to help inform parents about services in their own communities.
H. Emergency Supplies Purchase	Disseminate statewide emergency supplies to respond to the COVID-19 outbreak.
I. California Health Interview Survey (CHIS)	F5CA primary funder of Child Questionnaire in statewide health survey
J. Educare of Los Angeles at Long Beach	Support establishment of new Educare school in California. Educare is a nationally recognized, research-based model proven to significantly narrow the achievement gap for the most vulnerable children before they start school. Educare is a state-of-the-art, evidence-based, full-day and full-year program being built across the country for at-risk children prenatal through age five and their families.
K. State and Federal Advocacy	<ul style="list-style-type: none"> • Expand access to quality early care and education programs for children ages 0 to 3. • Support implementation of high-quality universal preschool access for all low-income four-year-old children, and high-quality transitional kindergarten and kindergarten state-wide. • Define, measure, and achieve learning readiness for all California children prior to kindergarten.

First 5 California Project Information - June 2020

	<ul style="list-style-type: none"> • Support a high-quality early learning workforce through strengthened qualifications, compensation, stability, diversity, and robust professional development systems. • Promote statewide access to and participation in quality improvement systems. • Support effective parent education and engagement, including parent engagement on child brain development and Talk. Read. Sing. • Support sustainability of Family Resource Centers and other comprehensive community hubs for integrated services for children and families. • Increase supports for breastfeeding, paid family leave, and baby-friendly policies for all families in all settings. • Expand voluntary home visit programs. • Protect children and families' access to health care, and support coordination across the health care system to ensure affordable and comprehensive health insurance coverage and services for every child and mother, prenatal through age 5. • Support and promote universal developmental screenings, assessment, referral, and treatment.
L. Advocacy Data Communication Tools	External Contractor (California Budget and Policy Center) will analyze and compile existing relevant data and synthesize the information to create communication tool that tracks the current state of children's outcomes and opportunities on a particular goal, as well as the difference between these outcomes and the F5CA Children's Policy Agenda goal, and communicate these differences to policy makers.
M. Home Visitation Study	Study the current home visiting workforce, project future workforce needs and recommend infrastructure investments to address the gap.
N. Public Relations Contract	External contractor (Golin) will create a statewide public relations strategy that builds upon the current and future F5CA media campaign, and existing state, First 5 Association (Association), and F5 county commission's strengths and infrastructure. Introduces new and innovative capacities to move the public will-building campaign forward and increase public and policy maker awareness of early brain science, build the F5CA brand, influence policy makers and the public through media coverage of children's issues, develop communications tools for internal and external use, and support and assist F5CA staff, the Association, and F5 county commissions.
O. First 5 Summit	The Summit is a biennial event that brings California children/family advocates together in one central location that provides an opportunity to network with colleagues from across the early learning and care field. The Summit provides the perfect forum for the spectrum of early childhood stakeholders to learn from, collaborate with, and empower one another.
P. First 5 Town Hall Events and Tool Kit	Strategically Selected First 5 County Commissions will create and host Town Hall events to provide a traditional and effective stage for local public engagement on policy issues and drive home to elected officials and the general public the importance of F5 and its policy goals .
Q. Emergency Child Care Bridge Evaluation (CCRC)	Fund CCRC to conduct statewide evaluation of Emergency Child Care Bridge program. Program is funded by legislature via CDSS to county child welfare agencies.

A. Media Campaign - Talk.Read.Sing.

Description

Public information and outreach campaign to caregivers of CA children 0-5 encouraging talking, reading, and singing. Use brain science research to share and stress the importance and value of early engagement.

Justification / Purpose

To share the message of the importance of early positive engagement through talking, reading and singing as well as other timely subject matter such as COVID-19 awareness and stress management.

Funding Overview

Total (past + current + future)	\$181,066,603
Past: spending spent to date (through FY 19-20)	\$109,105,325
Current: FY 20-21 Funding	\$17,711,278
Future: FY 21-22 & Forward Funding	\$54,250,000

FY 20-21 Funding

Total	\$17,711,278
Committed	\$17,711,278
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$54,250,000
Committed	\$0
Under Consideration	\$54,250,000

Funding Accounts

Mass Media Communications (0631)	X
Education (0634)	
Child Care (0636)	
Research & Development (0637)	
Unallocated (0639)	

Strategic Plan Priorities

Child Health	X
Child Development	X
Family Functioning	X

Supportive Strategies

Children & Families	X
Community Partners	
Policy & Systems	

B. IMPACT 2020**Description**

State, Regional and Local investment to support early learning and care programs and providers

Justification / Purpose

An estimated two-thirds need access to child care on a regular basis, but the majority of child care in the state is not considered high quality. In order to ensure that children are learning ready, their environments must be full of rich, positive, and nurturing adult-child interactions. Substantial support and coordination is needed to ensure that the needs of the whole child are met, including health, child development, and early literacy and numeracy skills, while their parents receive family strengthening information.

Funding Overview

Total (past + current + future)	\$103,000,000
Past: spending spent to date (through FY 19-20)	\$0
Current: FY 20-21 Funding	\$51,500,000
Future: FY 21-22 & Forward Funding	\$51,500,000

FY 20-21 Funding

Total	\$51,500,000
Committed	\$51,500,000
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$51,500,000
Committed	\$51,500,000
Under Consideration	\$0

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	X
Child Care (0636)	X
Research & Development (0637)	X
Unallocated (0639)	

Strategic Plan Priorities

Child Health	X
Child Development	X
Family Functioning	X

Supportive Strategies

Children & Families	X
Community Partners	X
Policy & Systems	X

C. Small Population County Funding Augmentation (SPCFA)

Description

First 5 CA supports the 20 counties in CA with the lowest annual births to operate a commission and effective programs by ensuring an annual base funding amount. This allows small counties the ability to promote, support and improve the early development of children 0 to 5.

Justification / Purpose

The State Commission has authorized additional funding to small population counties since the implementation of Proposition 10 in FY 1999–2000. The Commission recognized early-on that the statutory funding formula for counties with a small population of births did not provide adequate funds to fully operate a commission and meet the statutory requirements of the Children and Families Act, and run effective First 5 programs. Currently 20 counties participate in SPCFA funding, determined using a three-year average of county births. The augmentation provides funding equal to the difference between the county's Prop 10 tax revenue (including backfill) and a determined baseline funding amount.

Funding Overview

Total (past + current + future)	\$33,277,974
Past: spending spent to date (through FY 19-20)	\$13,877,974
Current: FY 20-21 Funding	\$4,400,000
Future: FY 21-22 & Forward Funding	\$15,000,000

FY 20-21 Funding

Total	\$4,400,000
Committed	\$4,400,000
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$15,000,000
Committed	\$0
Under Consideration	\$15,000,000

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	
Child Care (0636)	
Research & Development (0637)	
Unallocated (0639)	X

Strategic Plan Priorities

Child Health	X
Child Development	X
Family Functioning	X

Supportive Strategies

Children & Families	X
Community Partners	X
Policy & Systems	

D. Dual Language Learner Pilot Study

Description

Three-phase study implemented through June 2021 to study effective instructional, PD, and Family engagement strategies that support dual language competency; and conditions that make them effective

Justification / Purpose

Phase 1, Background Study: Understand challenges and successes of 16 counties in supporting DLLs, including instructional strategies, professional development, family engagement, and community attitudes. Phase 2, In-Depth Study: Classroom observations and child assessments to understand effectiveness of instructional strategies, professional development, family engagement. Phase 3, Expansion Study: Identify effective and scalable instructional, professional development (PD), and family engagement strategies for DLLs in diverse early learning and care settings, from different language backgrounds, and age groups. Also, understand the impact of COVID-19 on engaging families, and carrying out effective DLL instructional practices and professional development and effective strategies to overcome barriers resulting from the pandemic.

Funding Overview

Total (past + current + future)	\$20,000,000
Past: spending spent to date (through FY 19-20)	\$5,320,769
Current: FY 20-21 Funding	\$9,637,206
Future: FY 21-22 & Forward Funding	\$5,042,024

FY 20-21 Funding

Total	\$9,637,206
Committed	\$9,637,206
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$5,042,024
Committed	\$5,042,024
Under Consideration	\$0

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	X
Child Care (0636)	
Research & Development (0637)	X
Unallocated (0639)	

Strategic Plan Priorities

Child Health	
Child Development	X
Family Functioning	

Supportive Strategies

Children & Families	X
Community Partners	X
Policy & Systems	X

E. Home Visiting Statewide Infrastructure

Description

Provide Grants to First 5s to coordinate evidence-based home visiting services across local agencies, improve access for vulnerable families, and increase ability to draw down state and federal HV funding

Justification / Purpose

The one-time, catalytic funding is designed to provide necessary resources, technical assistance, and support to help counties improve coordination across home visiting programs, expand families' access to home visiting and other family support services, and integrate home visiting into other child development and family support systems. Since COVID-19, the funding has been focused on a rebuilding systems of support for children and families, including home visiting to ensure families are able to be served during their greatest need, with the most appropriate program and services to recover from the effects of the COVID-19 pandemic.

Funding Overview

Total (past + current + future)	\$19,440,000
Past: spending spent to date (through FY 19-20)	\$1,200,000
Current: FY 20-21 Funding	\$4,560,000
Future: FY 21-22 & Forward Funding	\$13,680,000

FY 20-21 Funding

Total	\$4,560,000
Committed	\$4,560,000
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$13,680,000
Committed	\$13,680,000
Under Consideration	\$0

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	X
Child Care (0636)	
Research & Development (0637)	X
Unallocated (0639)	

Strategic Plan Priorities

Child Health	
Child Development	
Family Functioning	X

Supportive Strategies

Children & Families	
Community Partners	
Policy & Systems	X

F. Smokers' Helpline

Description

The CA Smokers' Helpline is an evidence-based approach to tobacco cessation telephone counseling. Two additional strategies support cessation services; nicotine replacement therapy and outreach through pediatricians. The Helpline is also beginning to provide cessation telephone counseling to e-cigarette users and, develop educational materials and increase awareness of e-cigarette health implications for children, families and caregivers.

Justification / Purpose

The California Children and Families Act governing First 5 California (F5CA) establishes that the F5CA State Commission address avoidance of tobacco use during pregnancy and provide parental education and support services that include tobacco control and treatment. In fulfillment of addressing tobacco education, support, and treatment, F5CA funds the California Smokers' Helpline (Helpline) to provide cessation services to parents and caregivers of children 0 to 5, and to protect young children from the ill effects of tobacco smoke and electronic cigarette vapor (vapes). The Helpline is operated by the University of California, San Diego as a collaborative effort between F5CA and the California Department of Public Health (CDPH). F5CA began co-funding the Helpline with CDPH in 2001, supporting expansion of the service to focus specifically on pregnant smokers and smoking parents and caregivers of children ages 0 to 5.

Funding Overview

Total (past + current + future)	
Past: spending spent to date (through FY 19-20)	
Current: FY 20-21 Funding	
Future: FY 21-22 & Forward Funding	

FY 20-21 Funding

Total	
Committed	
Under Consideration	

FY 21-22 & Forward Funding

Total	
Committed	
Under Consideration	

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	
Child Care (0636)	
Research & Development (0637)	
Unallocated (0639)	

Strategic Plan Priorities

Child Health	
Child Development	
Family Functioning	

Supportive Strategies

Children & Families	
Community Partners	
Policy & Systems	

G. Kit for New Parents

Description

The Kit for New Parents provides information and tips for first-time parents, grandparents, and caregivers. It is distributed free-of-charge to local hospitals, physicians, and community groups to reach new parents. Available in English, Spanish, Chinese, Korean, and Vietnamese, it includes a health handbook, a parent guide, a poison control brochure and magnet, and other important information on paid family leave, and literacy and learning. First 5 county commissions are encouraged to add local references and resources to the Kit to help inform parents about services in their own communities.

Justification / Purpose

Through production and distribution of the Kit, F5CA provides parents with family-friendly and culturally appropriate information, resources designed to educate and assist in nurturing, caring, and providing for children's optimal health, success, and well-being.

Funding Overview

Total (past + current + future)	\$5,000,000
Past: spending spent to date (through FY 19-20)	\$0
Current: FY 20-21 Funding	\$5,000,000
Future: FY 21-22 & Forward Funding	\$0

FY 20-21 Funding

Total	\$5,000,000
Committed	\$5,000,000
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$0
Committed	\$0
Under Consideration	\$0

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	X
Child Care (0636)	
Research & Development (0637)	
Unallocated (0639)	

Strategic Plan Priorities

Child Health	X
Child Development	X
Family Functioning	X

Supportive Strategies

Children & Families	X
Community Partners	
Policy & Systems	

H. Emergency Supplies Purchase

Description

Disseminate statewide emergency supplies to respond to the COVID-19 outbreak.

Justification / Purpose

Distribute emergency supplies and children's books to all 58 counties and disseminated to providers serving children of essential workers in order to mitigate the effects of the COVID-19 pandemic and its devastating effects on early learning care and the broader community.

Funding Overview

Total (past + current + future)	\$5,000,000
Past: spending spent to date (through FY 19-20)	\$0
Current: FY 20-21 Funding	\$5,000,000
Future: FY 21-22 & Forward Funding	\$0

FY 20-21 Funding

Total	\$5,000,000
Committed	\$5,000,000
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$0
Committed	\$0
Under Consideration	\$0

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	
Child Care (0636)	
Research & Development (0637)	
Unallocated (0639)	X

Strategic Plan Priorities

Child Health	X
Child Development	
Family Functioning	

Supportive Strategies

Children & Families	X
Community Partners	
Policy & Systems	

I. California Health Interview Survey (CHIS) (Current)

Description

F5CA primary funder of Child Questionnaire in statewide health survey

Justification / Purpose

Understand trends in parental reading, singing, and playing with children ages 0-5. Support data collection about child care/preschool participation, positive parenting activities, health status (e.g., asthma), oral health, child nutrition, physical activity, obesity, use of the internet for parenting resource information, breastfeeding, screening children for developmental delays, awareness of the Talk.Read.Sing. media campaign. Researchers have published more than 50 significant reports or articles using CHIS child data. Support online data query platforms (AskCHIS, AskCHIS Neighborhood Edition) for children's data accessible to public. CHIS children's data also disseminated via Kidsdata.org.

Funding Overview

Total (past + current + future)	\$3,400,000.00
Past: spending spent to date (through FY 19-20)	\$565,000.00
Current: FY 20-21 Funding	\$1,135,000.00
Future: FY 21-22 & Forward Funding	\$1,700,000.00

FY 20-21 Funding

Total	\$1,135,000.00
Committed	\$1,135,000.00
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$1,700,000.00
Committed	\$0
Under Consideration	\$1,700,000.00

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	
Child Care (0636)	
Research & Development (0637)	X
Unallocated (0639)	

Strategic Plan Priorities

Child Health	X
Child Development	
Family Functioning	

Supportive Strategies

Children & Families	
Community Partners	
Policy & Systems	X

J. Educare of Los Angeles at Long Beach

Description

Support establishment of new Educare school in California. Educare is a nationally recognized, research-based model proven to significantly narrow the achievement gap for the most vulnerable children before they start school. Educare is a state-of-the-art, evidence-based, full-day and full-year program being built across the country for at-risk children prenatal through age five and their families.

Justification / Purpose

Educare is a nationally recognized, research-based model proven to significantly narrow the achievement gap for the most vulnerable children before they start school.

Funding Overview

Total (past + current + future)	\$2,325,770
Past: spending spent to date (through FY 19-20)	\$1,576,970
Current: FY 20-21 Funding	\$748,800
Future: FY 21-22 & Forward Funding	\$0

FY 20-21 Funding

Total	\$748,800
Committed	\$748,800
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$0
Committed	\$0
Under Consideration	\$0

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	X
Child Care (0636)	
Research & Development (0637)	
Unallocated (0639)	

Strategic Plan Priorities

Child Health	X
Child Development	X
Family Functioning	X

Supportive Strategies

Children & Families	X
Community Partners	X
Policy & Systems	X

K. State and Federal Advocacy

Description

- Expand access to quality early care and education programs for children ages 0 to 3.
- Support implementation of high-quality universal preschool access for all low-income four-year-old children, and high-quality transitional kindergarten and kindergarten state-wide.
- Define, measure, and achieve learning readiness for all California children prior to kindergarten.
- Support a high-quality early learning workforce through strengthened qualifications, compensation, stability, diversity, and robust professional development systems.
- Promote statewide access to and participation in quality improvement systems.
- Support effective parent education and engagement, including parent engagement on child brain development and Talk. Read. Sing.
- Support sustainability of Family Resource Centers and other comprehensive community hubs for integrated services for children and families.
- Increase supports for breastfeeding, paid family leave, and baby-friendly policies for all families in all settings.
- Expand voluntary home visit programs.
- Protect children and families' access to health care, and support coordination across the health care system to ensure affordable and comprehensive health insurance coverage and services for every child and mother, prenatal through age 5.
- Support and promote universal developmental screenings, assessment, referral, and treatment.

Justification / Purpose

To further the achievement of the goals set by the requirements of F5CA's authorizing statute in Proposition 10, "making recommendations to the Governor and the Legislature for changes in state laws, regulations, and services necessary or appropriate to carry out an integrated and comprehensive program of early childhood development in an effective and cost-efficient manner," F5CA's state and federal policy agenda is designed to advocate for and influence positive change for children birth through age 5 in the areas of early learning, resilient families and communities, and child health.

Contracts:

- California Strategies Contract for State Lobbying Services and ECE Coalition Support (in progress): The purpose of this contract is to sustain and expand F5CA's advocacy capacity to influence policy change, both directly and in partnership with allies, from the local to federal levels that increase investments to improve conditions for children prenatal through age 5 and their families by: 1) bolstering F5CA's internal public policy capacity by increasing policymaker awareness of early brain science, building F5CA as a trusted policy resource, and influencing policymakers at the state and federal levels, and 2) supporting the state ECE Coalition by providing staff capacity to expand state policy and advocacy efforts, leveraging state administrative and legislative opportunities, managing interagency coordination, and catalyzing an increase in advocacy frequency to achieve the shared policy agenda goals of the state ECE Coalition.
- Federal Lobbying Contract (has not started/TBD): The purpose of this contract is to effectively establish a First 5 presence in Washington

D.C., and develop and execute advocacy strategies to help advance First 5 Network and California public policy priorities. The overarching objectives of this project are to: represent the First 5 Network with federal decision-makers and national partners in Washington, D.C., develop and executive advocacy strategies that advance public policy goals in Washington and are aligned with First 5's work in Sacramento, and provide strategic guidance for First 5 California's prioritization of and involvement in various federal activities. This work will build on previous engagement to deepen advocacy partnerships, expand coalition memberships, support the California Administration's advocacy efforts, and amplify the investment impact of First 5s in federal decision making.

- 2019 Legal Aid at Work Contract to improve and expand CA's family leave laws (completed): The purpose of this contract is to provide advocacy support and strategy planning to improve and expand California's family leave laws, in conjunction with the Governor's Paid Family Leave Task Force, including access to workplace protections that promote the health and economic security for families with low-incomes. -2020 Legal Aid at Work Contract to improve and expand CA's family leave laws (has not started/TBD): The purpose of this contract is to provide advocacy support, public relations support, and strategy planning to improve and expand California's family leave laws, including the development of a statewide campaign to promote the equitable expansion of these laws, and engagement and cultivation of strategic partners to ensure education of and implementation of current and potential changes to CA's family leave laws. - Council for a Strong America Contract for Prop 64 Prevention Coalition Support (completed): The purpose of this contract is to advocate that a Memorandum of Understanding on the disposition of Proposition 64 cannabis revenue that is consistent with prevention, with an emphasis on prevention strategies for children and their families, is negotiated or signed during the current Governor's Administration.

Funding Overview

Total (past + current + future)	\$1,956,962
Past: spending spent to date (through FY 19-20)	\$319,438
Current: FY 20-21 Funding	\$793,800
Future: FY 21-22 & Forward Funding	\$843,724

FY 20-21 Funding

Total	\$793,800
Committed	\$493,800
Under Consideration	\$300,000

FY 21-22 & Forward Funding

Total	\$843,724
Committed	\$493,724
Under Consideration	\$350,000

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	
Child Care (0636)	
Research & Development (0637)	
Unallocated (0639)	X

Strategic Plan Priorities

Child Health	X
Child Development	X
Family Functioning	X

Supportive Strategies

Children & Families	X
Community Partners	X
Policy & Systems	X

L. Advocacy Data Communication Tools

Description

External Contractor (California Budget and Policy Center) will analyze and compile existing relevant data and synthesize the information to create communication tool that tracks the current state of children's outcomes and opportunities on a particular goal, as well as the difference between these outcomes and the F5CA Children's Policy Agenda goal, and communicate these differences to policy makers.

Justification / Purpose

Creating new, specific, and relevant data allows fulfillment of the Commission's mission by providing a definitive and consistent perspective representing that data in order to achieve the goals in First 5 California's Children's Policy Agenda

Funding Overview

Total (past + current + future)	\$1,829,932
Past: spending spent to date (through FY 19-20)	\$329,932
Current: FY 20-21 Funding	\$0
Future: FY 21-22 & Forward Funding	\$1,500,000

FY 20-21 Funding

Total	\$0
Committed	\$0
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$1,500,000
Committed	\$0
Under Consideration	\$1,500,000

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	
Child Care (0636)	
Research & Development (0637)	X
Unallocated (0639)	

Strategic Plan Priorities

Child Health	X
Child Development	X
Family Functioning	X

Supportive Strategies

Children & Families	
Community Partners	
Policy & Systems	X

M. Home Visitation Study

Description

Study the current home visiting workforce, project future workforce needs and recommend infrastructure investments to address the gap.

Justification / Purpose

The Home Visiting Workforce Study is designed to identify the current strengths, gaps, and needs in the home visiting workforce and inform workforce recruitment, retention, higher education capacity, and professional development efforts. The overall Study addresses both the current study landscape, the workforce pipeline, and the projected home visiting workforce needs. Currently, the study also is incorporating a study of the effects of COVID-19 on home visitors and supervisors, families, and the home visiting delivery system. Findings from the Study will guide legislative recommendations for how to improve the local, regional, and state infrastructure to support the workforce and increase quality and consistency of preparation, training, and supports.

Funding Overview

Total (past + current + future)	\$1,570,720
Past: spending spent to date (through FY 19-20)	\$62,430
Current: FY 20-21 Funding	\$1,014,249
Future: FY 21-22 & Forward Funding	\$494,041

FY 20-21 Funding

Total	\$1,014,249
Committed	\$1,014,249
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$494,041
Committed	\$494,041
Under Consideration	\$0

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	
Child Care (0636)	
Research & Development (0637)	X
Unallocated (0639)	

Strategic Plan Priorities

Child Health	
Child Development	
Family Functioning	X

Supportive Strategies

Children & Families	
Community Partners	
Policy & Systems	X

N. Public Relations Contract

Description

External contractor (Golin) will create a statewide public relations strategy that builds upon the current and future F5CA media campaign, and existing state, First 5 Association (Association), and F5 county commission's strengths and infrastructure. Introduces new and innovative capacities to move the public will-building campaign forward and increase public and policy maker awareness of early brain science, build the F5CA brand, influence policy makers and the public through media coverage of children's issues, develop communications tools for internal and external use, and support and assist F5CA staff, the Association, and F5 county commissions.

Justification / Purpose

Allows the Commission and First 5's to compound advocacy and public will-building effectiveness by bolstering and expanding the ability to achieve public policy and advocacy goals, and the Commission's overarching mission.

Funding Overview

Total (past + current + future)	\$1,345,304
Past: spending spent to date (through FY 19-20)	\$626,088
Current: FY 20-21 Funding	\$719,216
Future: FY 21-22 & Forward Funding	\$0

FY 20-21 Funding

Total	\$719,216
Committed	\$719,216
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$0
Committed	\$0
Under Consideration	\$0

Funding Accounts

Mass Media Communications (0631)	X
Education (0634)	
Child Care (0636)	
Research & Development (0637)	
Unallocated (0639)	

Strategic Plan Priorities

Child Health	X
Child Development	X
Family Functioning	X

Supportive Strategies

Children & Families	
Community Partners	
Policy & Systems	X

O. First 5 Summit

Description

The Summit is a biennial event that brings California children/family advocates together in one central location that provides an opportunity to network with colleagues from across the early learning and care field. The Summit provides the perfect forum for the spectrum of early childhood stakeholders to learn from, collaborate with, and empower one another.

Justification / Purpose

The forum will provide participants an opportunity to hear from experts, learn about examples from the field, and participate in a facilitated collaborative dialogue about learning readiness.

Funding Overview

Total (past + current + future)	\$500,000
Past: spending spent to date (through FY 19-20)	\$0
Current: FY 20-21 Funding	\$0
Future: FY 21-22 & Forward Funding	\$500,000

FY 20-21 Funding

Total	\$0
Committed	\$0
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$500,000
Committed	\$250,000
Under Consideration	\$250,000

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	X
Child Care (0636)	
Research & Development (0637)	
Unallocated (0639)	

Strategic Plan Priorities

Child Health	X
Child Development	X
Family Functioning	X

Supportive Strategies

Children & Families	X
Community Partners	X
Policy & Systems	X

P. First 5 Town Hall Events and Tool Kit

Description

Strategically Selected First 5 County Commissions will create and host Town Hall events to provide a traditional and effective stage for local public engagement on policy issues and drive home to elected officials and the general public the importance of F5 and its policy goals.

Justification / Purpose

Increase visibility and influence of First 5 California, First 5 Association, county commissions, ECE Coalition, and other stakeholders, with policy makers and public at large, which can result in additional funding for topics (e.g., early childhood education, Home Visiting, Paid Family Leave, etc.)

Funding Overview

Total (past + current + future)	\$300,000
Past: spending spent to date (through FY 19-20)	\$0
Current: FY 20-21 Funding	\$50,000
Future: FY 21-22 & Forward Funding	\$250,000

FY 20-21 Funding

Total	\$50,000
Committed	\$0
Under Consideration	\$50,000

FY 21-22 & Forward Funding

Total	\$250,000
Committed	\$0
Under Consideration	\$250,000

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	
Child Care (0636)	
Research & Development (0637)	
Unallocated (0639)	X

Strategic Plan Priorities

Child Health	X
Child Development	X
Family Functioning	X

Supportive Strategies

Children & Families	
Community Partners	X
Policy & Systems	X

Q. Emergency Child Care Bridge Evaluation (CCRC)

Description

Fund CCRC to conduct statewide evaluation of Emergency Child Care Bridge program. Program is funded by legislature via CDSS to county child welfare agencies.

Justification / Purpose

The statewide evaluation of the Emergency Child Care Bridge program will help document successes and challenges county child welfare agencies experience in implementing this new program with regard to county administration and the degree that foster parents feel supported for emergency child care.

Funding Overview

Total (past + current + future)	\$149,999
Past: spending spent to date (through FY 19-20)	\$0
Current: FY 20-21 Funding	\$112,675
Future: FY 21-22 & Forward Funding	\$37,324

FY 20-21 Funding

Total	\$112,675
Committed	\$112,675
Under Consideration	\$0

FY 21-22 & Forward Funding

Total	\$37,324
Committed	\$37,324
Under Consideration	\$0

Funding Accounts

Mass Media Communications (0631)	
Education (0634)	
Child Care (0636)	
Research & Development (0637)	X
Unallocated (0639)	

Strategic Plan Priorities

Child Health	X
Child Development	X
Family Functioning	X

Supportive Strategies

Children & Families	
Community Partners	
Policy & Systems	X